

Planning an Online Advertising Campaign

A Case-Study of the planning and execution phase for a Nokia online campaign

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<p>Abstract:</p> <p>The aim of this thesis is to clarify what an online advertisement campaign is. More importantly it takes into consideration the planning and execution process for an online campaign. With the focus on a big online campaign for Nokia, this thesis provides insight in how online campaigns are executed and marketed today. The thesis is written as an introduction to the subject for marketing- and media students, and serves as well as a sort of a reference material for advertising professionals. The thesis is divided in three major parts. The first introductory part guides the reader through the aims and the research methods used for this thesis. The second part addresses the available Internet marketing and campaign planning research. The theory chapter gives the reader the necessary background information concerning this case study. The final chapter of the thesis consists of a walk through of the planning phases for the online campaign that was launched for Finland during the spring 2011 at teeoma.nokia.fi. Furthermore the online campaign in itself is presented in detail and evaluated through the facts described in the theory part. In the final conclusions the thesis summarizes what are indeed - the important factors to take into consideration when planning for an online campaign. What choices were made for this online campaign and to what degree did the planning follow the marketing and online media theory is one of the key questions this study raises. The thesis will focus on the planning and execution of online campaigns but recognizes that in many cases online campaigns are just part of larger campaign activation. Many conclusions and facts presented in this thesis will also apply to any type of campaign planning and marketing. The thesis does not address site visitor numbers, campaign effectiveness in terms of measurement and does not try to describe the entire marketing-process or for e.g. the branding process. However the thesis can be seen as a presentation of best practices regarding what to take account when planning an online campaign.</p>	
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<p>Sammandrag:</p> <p>Huvudsyftet med detta examensarbete är att redogöra vad en online kampanj innebär. I arbetet undersöks planerings- och genomförings processen för en online kampanj. Med fokuset på en stor online kampanj för Nokia, ger examensarbetet en inblick hur online kampanjer marknadsförs i dags läget. Examensarbetet fungerar som en introduction till ämnet för marknadsföring- och media studeranden, och fungerar även som referensmaterial för marknadsförings proffs. Examensarbetet är uppdelat i tre större delar. Den inledande delen leder läsaren genom de mål och forsknings metoder som detta examensarbete har. Den andra delen av arbetet behandlar den tillgängliga internet marknadsförings- och kampanjplanerings forskningen. Teori kapitlen ger den nödvändiga bakgrundsinformation som behövs att förstå denna fall studie. Sista delen av examensarbetet innebär en genomgång av planerings faserna för online kampanjen i fråga. Kampanjen som var synlig på på teeoma.nokia.fi, lanserades för Finland under våren 2011. Online kampanjen i sig kommer att presenteras i detalj och utvärderas genom de begrundelser som tagits fram i teori delen. I slutsatserna summerar examensarbetet de faktorer som togs till hänsyn i planeringsskedet av denna online kampanj. Vilka val tog och till vilken grad följdes den tillgängliga marknadsförings teorin och vetenskapen i planerings fasen, är en av de viktigaste frågorna examensarbetet tar upp. Examensarbetet fokuserar enbart på planering och genomföranden av kampanjer på nätet, men tar notis av att i många fall är den bara en del av en större kampanj aktivering. Mycket av det som presenteras i arbetet gäller även annan typ av kampanjplanering och marknadsföring. Examensarbetet arbetet tar inte alls upp mätning av online kampanjer och kan inte dessvärre ses att inkludera hela marknadsföringsprocessen eller annat som ingår helheten som t.ex. branding. Examensarbetet kan ses som en presentation av bästa praxis för vad man ska ta i hänsyn när man planerar en online kampanj.</p>	
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<p>Tiivistelmä:</p> <p>Tämän opinnäytetyön tarkoituksena on selvittää mitä online-kampanjalla tarkoitetaan. Mitkä seikat ovat huomionarvoisia online-mainoskampanja suunnittelu ja toteutus vaiheessa. Opinnäytetyön fokuksen ollessa Nokialle tehty online-kampanja, voidaan todeta ne tärkeät seikat jotka määrittelevät miten online-kampanjaa toteutetaan ja markkinoidaan tänä päivänä. Työ on johdatus aiheeseen markkinointi- ja mediaopiskelijoille, ja on taas tarkoitettu toimivan eräänlaisena viiteaineistona mainonnan ammattilaisille. Opinnäytetyö on jaettu kolmeen osaan. Ensimmäinen johdantokappale käy läpi tavoitteet ja tutkimusmenetelmät jotka on asetettu aiheita ajatellen. Opinnäytetyön seuraava osa käsittelee verkkomarkkinointiin ja kampanjasuunnitteluun liittyvää tutkimusmateriaalia. Teorialuvut antavat lukijalle valmiuden ymmärtämään varsinaisen tutkimus osan jossa käsitellään Nokian online-kampanjaa. Opinnäytetyön viimeinen osa koostuu tämän nimienomaisen kampanjan eri suunniteltuvaiheiden läpikäynnistä. Lisäksi verkkokampanja toteutus ja kampanja sivusto teeoma.nokia.fi esitellään. Kampanja lanseerattiin Suomeen kevään 2011 aikana. Loppupäätelmissä tärkein kysymys onkin että mitkä ovat ne kriittiset seikat jotka on huomioitava suunnitellessa verkkokampanjaa. Tutkimus pyrkii selvittämään mitä valintoja tehtiin ja missä määrin suunnittelu ja toteutus seurasi ajankohtaista markkinointiteoriaa, tämä on myös yksi keskeisimmistä kysymyksistä tässä opinnäytetyössä. Opinnäytetyö käsittelee ainoastaan verkkokampanjasuunnittelua mutta todellisuus on että hyvin useassa tapauksessa verkkokampanjat ovat vain yksi osa suuremmasta kampanja kokonaisuudesta. Suurin osa informaatiosta jota tämä opinnäytetyö ottaa esille pätee myös muunlaiseen kampanjasuunnitteluun ja markkinointiin. Tässä opinnäytetyössä ei käsitellä kampanja sivujen kävijälukuja, kampanjan tehokkuutta tai mittausta. Opinnäytetyö ei myöskään pyri kuvaamaan koko markkinointiprosessia tai siihen kuuluvia lukuisia osia kuten esimerkiksi brändäystä. Opinnäyte voidaan kuitenkin nähdä johdantona verkkokampanja markkinointiin ja esittelynä niistä käytännöistä mitkä on hyvä huomioida verkkokampanjaa suunnitellessa.</p>	
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1 INTRODUCTION

In this thesis I will concentrate on analyzing an online campaign for Nokia promoting it's high-end range phones E7, N8, C7 devices. The campaign was launched in the Nordic region as a part of a larger advertising campaign and was visible in Finland during March and April in 2011.

The focus for this thesis is to identify key stages in planning and executing by analyzing this particular online campaign. My intention is to establish how the research and statistic conducted for the campaign impacted the planning and execution process that in the end led to the online campaign. With the help of the marketing and advertisement theory and my qualitative studies, I hope to identify if there is an established process for online campaign planning and execution on a high level. At the same time this study will serve as a presentation of the online campaign assets and as a handbook for planning and executing a substantial online campaign.

1.1 Outline

In the first part of the thesis I will introduce the case. This section will explain the purpose and aim of the study. Furthermore I will describe the research method that enables me to determine, how this campaign actually was planned and executed.

In the second chapter I will give a brief introduction to the history of online advertisement. In the introduction I will give a description of the current state of the Finnish online behavior. This chapter will more precisely give an overview of the demographic measurement of the online behavioral landscape, which is crucial information to understand when planning for an online campaign. This will also be beneficial information to grasp in light of this particular case study.

In the theory part I will present the online marketing and advertisement theory necessary to explain the different stages of the planning process. This section describes, the internet marketing, online marketing, market planning, target group profiling and other key planning stages that make the framework that online campaigns are built on.

In the theory part I want to establish what is considered to be best practice to plan an online marketing campaign based on the available online marketing theories.

After establishing the theory I can analyze the Nokia online campaign as a case study using a qualitative research method. I will start by presenting the assets produced for this online campaign. The campaign assets I will be focusing on include the campaign landing page and banners that are displayed on the Nokia Finland. In this chapter I will also present a bought media page takeover and banners. By analyzing the campaign-debriefing document I can form an understanding on what the campaign creators based their choices on, when planning for the creative campaign assets. This explains the series of decisions made in the planning, creative, and execution processes that resulted in this online campaign.

1.2 Purpose

In this thesis I will try to determine the key stages in planning and execution that were taken in order to launch this online campaign.

Through the established online marketing planning theory I want to observe if these theories are fulfilled in the online campaign for Nokia. This gives me an idea if the established theories are followed in practice. This allows me to get insightful information on the planning- and execution process of an online campaign, as it's made for one of the leading cell phone manufacturers. This thesis will give me a deeper understanding of the process that goes into creating an online campaign. It also gives me a chance to see how theory is implemented in practice and if there is some exceptions to be found in this particular case compared to the advertising theory.

1.2.1 Aim and outcome

For media and marketing students this study can function as a handbook for understanding the campaign planning process. For the Nokia client and other marketing professionals this case study will showcase the creative, strategic and planning work a campaign like this requires. For the professionals that worked with this campaign this study can function as reference material when planning for future online campaigns.

1.3 Subject focus

The campaign was launched across the whole Nordic region, however to keep a clear focus I will concentrate specifically on the Finnish campaign planning and execution process to build my case study.

The campaign was activated using a broad media-mix, including; print-, television-, radio-, retail- and billboard advertisement. The scope of this thesis will however only involve the digital implementations and the online advertising campaign planning process. However it's good to keep in mind that the online campaign planning process share planning stages that are used for the entire media-mix. In this thesis I will showcase different parts of the campaign landing page that was visible on the Finnish Nokia site, including examples of bought and earned media implementations. I will also try to describe the customer journey for the online campaign site.

In this study I will not disclose any metrics, conversions, figures or any other material about this online advertisement campaign that can be considered client confidential. Instead I will talk about these topics on a more general level, viewed from a user perspective, with insights from the actual planning phase.

1.4 Research method

For this thesis my primary research method is qualitative research. The qualitative method is traditional used as a framework for social sciences and market research. Qualitative methods are often combined with case study research. Conventionally the qualitative method produces empirical information that only applies to a particular case and should be supported with quantitative methods. However strong arguments has been made that the qualitative methods are sufficient on it's own for hypotheses-testing and stands to be generalized outside a particular case. This approach will also be sufficient for my thesis. (Wikipedia 2011)

The case study method is used to study social phenomenon through an individual case. The case can be studied from any part of the social life. This method allows me to gather and organize all relevant data in terms of the case. The advantage of this method in particular for my thesis is that it allows an intensive analysis of specific details that is

not necessarily possible with other research methods. As my thesis is a study of planning and execution of an online campaign it can be seen as a typical case of its type. This allows generalizations to be made that can be applied to other cases of the same type. (Kumar 1999:99)

Qualitative researchers can use many different approaches in the gathering of information. In my thesis I am going to collect data using *secondary sources*. By using this method I am able to extract information from a comprehensive campaign debrief document that I can utilize for the purpose of this study. The debrief document contains Nokia campaign specific research, which includes the necessary planning and execution steps that I will utilize as the main research source for this thesis. To minimize the risks using this methodology it is important to use valid and reliable sources, for e.g. using sources that originates from an institution is more secure than a personal diary. Also issues of bias, availability and the correct format of data are good to take in account before relying on this method. As I am using a campaign debrief document that has been created by industry professional for campaign and marketing planning I can be confident with my research source. (Kumar 1999:124-125)

2 BACKGROUND TO ONLINE ADVERTISEMENT

The expansion of Internet for popular use is considered to have started in the mid 90's. This is when the realization of the potential for online advertisement was first discovered, as website owners and online media representative companies started selling advertising space to marketers. (Wikipedia 2011)

The first company to come out with an early online advertising campaign was called Prodigy, which delivered an online service site including news, weather, stocks, travel, games and a variety of other features. They promoted Sears products on their website already in the late 1980's. (Wikipedia 2011)

However Hotwired.com, first commercial web-magazine, was the first website to sell banner ads in larger quantities to a wide range of commercial actors that sped up the future of online advertising as a lucrative business model. More importantly hotwired coined the term "banner ad" and was the first to provide hard facts of clicks and click

troughs to marketers, giving birth to the most important web analytics tools. (Wikipedia 2011)

The drastic growth of internet usage accompanied by heavy investments in the industry online advertising has globally become the fastest growing medium of the decade, passing radio-, tv- and print media advertising (Ciaramita et al. 2008).

2.1 The Finnish online behavior

On a yearly basis, 158,3 million euro, is spent on online advertising in Finland, taking the third largest cut of the whole media investment pie with 12,5 %. During the past years there has been steady growth in online advertising investments, as traditional mediums like television- and newspaper advertisement investments have gone through a drastic decline within the recent years. (TNS Gallup 2010)

Over 85 percent of the Finnish population had daily Internet access in the year 2010. The most active Internet users are found in the age groups 16-20 and 20-24. In the age groups 34 and older there is a notable change in the activity rate. When 44 percentage of the younger categories can be counted as active users, the figure for the older groups is about half of that. The top three most important activities for the Finnish Internet population is e-mailing, social networking, and administrative/work related tasks. The news, sports and weather sites are creating the highest frequency counted in visits in the Finnish digital landscape. (TNS Digital Life 2010)

3 ONLINE MARKETING

The traditional media (television and print) is based on a one-way communication, the simple model of sender and receiver. In his monograph Adam Arvidsson (2006) states, previously to the era of Internet companies communicated their advertising messages directly to consumers, that just passively took it in. These theories do not apply when talking about Internet as a marketing channel, in this age of social media even less. Internet advertisement communication is highly dependent on the consumer preference. According to Arvidsson Internet as an environment is best utilized by empowering and involving the consumer. Interactivity and interaction are important tools when creating a

consumer friendly website and pursuing *revisits*. Arvidsson summarizes that the Internet is not simply about transactions; the important thing is maintaining a dialogue with the consumer. The quality of that dialogue is usually rewarded in consumer engagement. (Arvidsson 2006:101)

The nature of the Internet allows the consumer to filter and discard any information she feels is intrusive or not relevant. Just the vast amount of information found online requires the sender to consider carefully on how to package the communication in a way that reaches the right consumer. Companies and organizations ends up fighting for the attention of consumers that decides independently what they want to see online and how long they choose to stay. Internet, as the engaging medium is quickly changing the media landscape, winning over the traditional mediums in advertisement. (Frankel 2007:35-36)

To reach your ideal audience through online advertising it requires more than a target group definition, the campaign has to offer something new and exciting, something of added value. According to Anders Frankel (2007) the marketing best practices are essentially to intertwine the sales message with something interesting, fun or even provocative in order to make it engaging for the user. It is important to wake the consumer interest during the first few seconds of submission of the advert, otherwise the consumer moves on and is lost in the information jungle. This is the most difficult part, but as Frankel is saying, when an online advertisement or campaign is successful it starts living it's own life, fueled by the consumers themselves. A *buzz* and excitement around an online campaign is often takes place when consumers start sharing the campaign to friends. There is no definite solution to get enough people engaged to create a buzz for a campaign, it can be triggered by the next hot topic of discussion, a funny or interesting application or a competition. (Frankel 200:27)

Procter & Gamble engaged consumers with an online marketing campaign site for their sanitary product Always. This site was targeted for mothers and teenage girls entering puberty. In one section mothers could find information on how to support their young daughters facing the turmoil entering puberty, another section would be devoted to advice teenaged girls. The site would be constructed of articles, interactive materials and self-discovery quizzes. By creating this community-like interaction the campaign

site aimed to build emotional ties with the consumer. This strategy made the consumer more likely to choose an Always sanitary product instead of the competitor product the next time they were out shopping. (Arvidsson 2006:101-102)

3.1 Including the public in marketing

When starting a marketing dialogue between a company and a consumer, it is important to be aware of what has been said about the company and more specifically what the *tone of voice* are for those discussions. A good way to gain understanding on how a company and its products are perceived by customers is to follow discussion forums online. In Nokias case even though it has hundreds of different phone models for hundreds of different target groups, every single model get commented on countless times on the Internet every day. Through Technorati, tens of blogs can be found that are specifically discussing different Nokia phone models. These blogs are linked to thousands of blogs and rss-feeds. Blogs and discussion forums can be used as a focused marketing study. Similarly to conducting a research by using a normal focus group study, valuable information about consumption habits can be collected from blogs. If a company actively listens to important blogs and communities on the Internet, they can use it to impact the marketing but also gain direct feedback on product or customer service. (Salmenkivi, Nyman 2007:232-233)

One good example of taking part of the consumer discussion online and turning it to effective marketing was made by Coca-Cola. Videos about consumers making Coca-Cola light soda bottles explode by combining them with a few Menthos pastilles had already gone *viral* all over the Internet for some time. Before any possible harm to the company brand could be caused, the phenomenon was utilized and transformed into a big marketing campaign – The Coke Show. The online campaign site encouraged consumers to send in their own videos of exploding coca-cola bottles. By doing this Coca-Cola gained an effective marketing campaign that included consumers in dialogue, but at the same time allowed the company to maintain control over how the brand was displayed. (Salmenkivi, Nyman 2007:233-234)

This way of companies taking calculated measures by involving consumers to produce marketing content is becoming increasingly popular marketing method among advertisers. In Finland examples of brands using consumers in the creation of marketing content are many for e.g. Kotipizza, Nelonen, Fazer, Seppälä and Elisa. Nelonen used the famous stunt performing group, the Dudesons, to encourage consumers to send in video content to an online campaign site. Converse had another approach to get consumer generated marketing content. They allowed consumers to design and order their personal shoes online from a variety of different color-combinations and materials. This ingenious marketing tactic *empowered* the consumer to personalize her shoes. Using this feature, Converse, got not only rich marketing content but also information on consumer habits and preferences. Including consumers to make marketing content is not a simple task and often prizes or other forms incentives are required to get people participating. The brand value and the level of detail in campaign execution are the two driving factors in gaining consumer participation. In many cases it is important to make use of existing channels like Youtube and the social media platforms. These services provide the grounds and technical capabilities to reach the potential audiences. However consumer audiences are not called on demand, but will rather grow around an interesting topic. It is up to the company to provide the topic and the means to kick-start the dialogue. (Salmenkivi, Nyman 2007:239-241)

3.2 Banners

In his book du Pleiss (2005) states that Internet advertisement combines the benefits of the traditional mediums. The benefit for television, being movement and sound, and for print the average time a consumer generally spends with the advertisement compared to other mediums. du Pleiss refers to a empirical research that takes studies whether these benefits really work in favor for the banner advertisement or not. One research was specifically conducted to evaluate if a banner advertisement with movement is more effective than a static one. (du Plessis, Brown 2005:17-19)

A series of finding could be established through a survey on a test group. The research was conducted on a test group measuring how a banner ad is observed. The banner was

showed a number of times, the increase in percent of people that stated that they had seen the advertisement before increased only 8 percent by between tests. This result implies that the effect of the banner advertisement can be lost simply because the banner is not noticed. The research also compared the different newer ad formats to the comparably older banner formats. The findings were quite clear, big impression ads produced recognition levels twice as high than regular banner ads. Banners that included movement generated recognition levels four times higher. More importantly the study showed that the newer ad formats had a more positive impact conveying brand awareness. In conclusion the study showed that banner size and movement holds significant effect in catching people's attention. The newer banner ads also did a better job of conveying brand awareness than a static banner. (du Plessis, Brown 2005:134-135)

Research concerning banner advertisement has made corporations and advertisers more aware of the challenges around banner advertisement. More and more interactive banners are used that in turn convert into better consumer conversion results. The faster broadband technology that is available to the larger part of the public, allows for better and more interactive banners. A "roadblock" banner, which is used to *overtake* a whole page, is a good example of this type of interactive banner. In his book Salmenkivi et al (2007) describes a successful use of the roadblock banner advertisement. A banner promoting Renault was displayed during one weekend on the popular discussion portal Suomi24.fi. In short, the banner displayed a Formula One car driving across the page and finally settling in the lower part of the page besides a *Call to action button*. Apart of the pure size of the banner that made it more noticeable, the flash animated banner offered interactivity to grab attention. Interactivity in itself is worth little, but should be used as a compliment to the traditional marketing and creativity to achieve optimal results. (Salmenkivi, Nyman 2007:275-276)

The combination of real time information and advertising is a significant advantage that banner advertisement possesses, oppose to traditional advertising. Utilizing this fact the advertising message can be optimized for a given condition. According to a research for Yell.com customer-searches on their sites was impacted by the prevailing weather condition outside. Searches generated for boat rides during a sunny day seemed to be

much higher than on a rainy day for instance. This enabled the company to make a banner that changed according to the weather. On a sunny day the visitors would see banners showcasing outdoor activities and during a rainy day the banners would promote raincoats and umbrellas. This goes to show how banners can be used in innovative ways to increase its effectiveness. (Salmenkivi, Nyman 2007:276)

According to Salmenkivi (2007) it is important that when the banner is clicked, that it leads the user where the user assumes it would lead. In newer banners much of the content can already be included in the banner itself and does not therefore require users to leave the page. This functionality can be applied in many ways, but often a miniature page is created inside the banner or a mouse over functionality is added. (Salmenkivi, Nyman 2007:277)

Click through rate (CTR) is one way of measuring the success of an online campaign. The CTR for a banner ad is defined by the number of times it's clicked, that total is then divided by the *impressions* (how many times the banner has been shown). The CTR is calculated in percentages and if a banner ad has 100 impressions and clicked once the CTR would be 1 percent for that banner ad. Today the average banner ad click through rate is around 0.2-0.3 %. Choosing the appropriate advertising channels and the right banner types for a coherent site is key to get higher CTR's. (Wikipedia 2011)

Around the world different banner sizes have been standardized to some extent but a lot of variation depending on region does occur. A general trend is that banners are getting bigger and more innovative and perplex both in form and functionality. Sanoma News have published a research on the average CTR's for the most common banner sizes used in Finland. (Rauramo 2011) The table (Figure 1) below gives an idea on how different banner sizes compares to each other in terms of how high click through rates they generate on average.

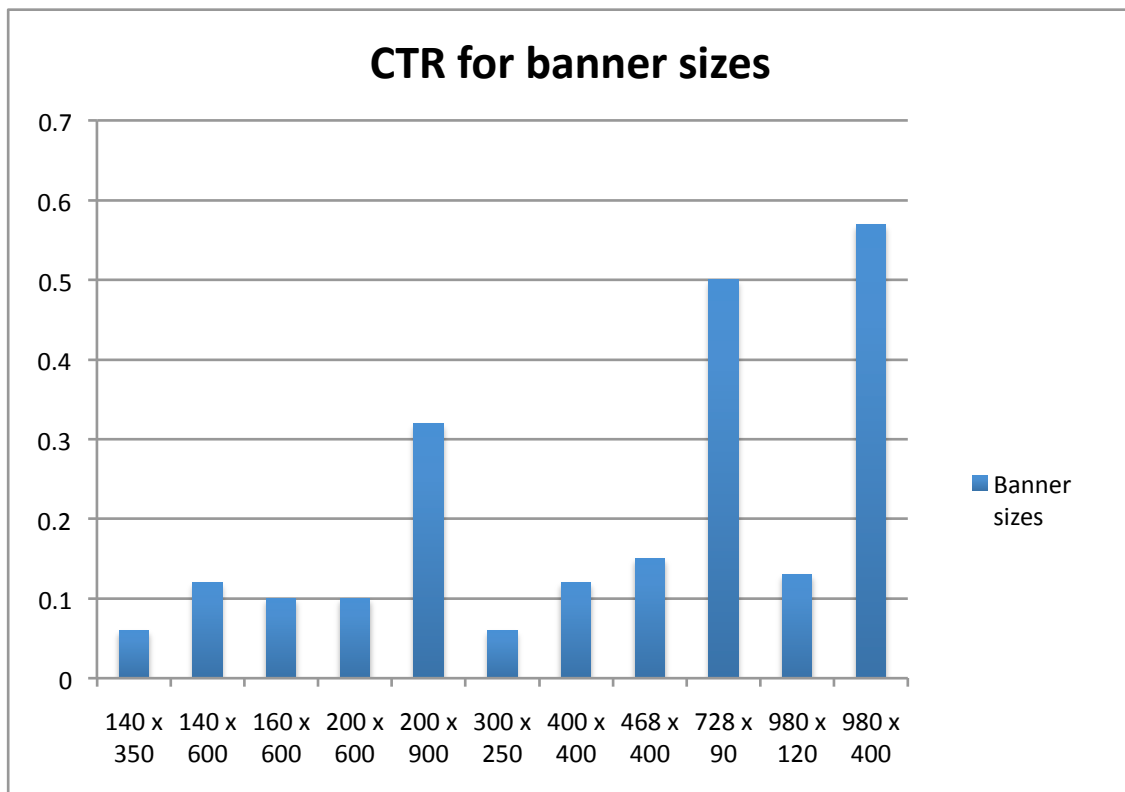


Figure 1. Click through rate according to banner size in Finland (Be visible with the online advertising 2011)

The traditional banner sizes like *Skyscraper*, that measures 200 x 900 pixels with a average CTR 0,32 % and the *Double box* 468 x 600 pixel averaging with a 0,22 % CTR are slowly giving way to newer more effective sizes. Recently developed banner sizes for the Finnish market includes for e.g. a big 980 x 400 pixel *Leaderboard* that is placed on the very top of the site content stretching over the whole length of the site. Also variants that make use of the site background, time triggered, expanding or pull back banner types have been proven more effective than any traditional sizes. Playing video or sound are additional ways to grab the viewer attention and increase the CTR. (Rauramo 2011) The image displayed below (Figure 2.) is a screen capture from Iltasanomat.fi and is a so-called wallpaper banner promoting a blockbuster movie. The banner actually sits in the background of the page, regaining a high attention value due to its size. In this particular case the banner solution also allows the visitor to watch the movie trailer on the page without being re-directed a separate landing page.



Figure 2. A so-called wallpaper banner that makes use of the background and video capability (Be visible with the online advertising 2011)

3.3 Internet marketing

One of the strengths of Internet marketing is to build brand awareness by educating and informing the consumer through means of interactivity. With the exception of advertising, a company website is often the single most important portal from where the consumer extracts the impressions of a company. How a company is perceived online can have as much impact as stepping into a store of the same company. The visitor evaluates the company site by the same criteria as she would the store. The impression it leaves is how the visitor perceives the brand. Internet advertising is less intrusive, cheaper and is easier to target than traditional advertising. The big challenge is to make Internet advertising not only visually and verbally pleasing but to create meaningful content to go along. Marketers have to constantly come up with new interactive means to grab the consumer attention and start a two way communication process with the consumer. (Blakeman 2007:239)

3.3.1 Destination or Informational Websites

Blackman (2007) states that the purpose of a company website is first and foremost to provide company information and product details. He divides the company site types roughly into two categories: destination websites and informational websites. Destination websites are considered to be engaging and entertaining to their nature. Destination websites have a strong focus on building brand awareness and creating re-visits. The destination site type tends to be ever evolving and relies on interactivity with

visitors when presenting the products and brand. This type of approach is generally successfully used for promoting brands and products that are not very technical or require very technical descriptions. Methods that are used to keep visitors coming back include promotional content on the site such as contests and sweepstakes. Because of the nature of the Internet that allows the visitor surf from site to site, quick-loading, visually-clear, easy-to-navigate sites tend to succeed. (Blakeman 2007:243)

An informational site serves a more educational and informational purpose. This site type showcases product details, customer service and technical support in a comprehensive way. Often pages include a quite descriptive copy accompanied by matching visuals with less interactive and engaging gimmicks. (Blakeman 2007:244)

Blackman (2007) points out that company websites are voluntarily used by consumers to find information, entertainment or to make a purchase. Advertising on niche sites often works because they are likely to attract consumer from a certain target group. Internet users are actively seeking information on topics according to own interest. This means that the consumer is automatically more receivable to advertising messages when they through a search or by other means already have found themselves on a particular site of interest. Consumers decide how long they visit a site and what they want to look at their visit and this transcribes into a positive consumer attitude. (Blakeman 2007:246)

Internet advertising brings new possibilities for target-based advertising that can be conducted on a variety of fulfilled and conditioned criteria. One criterion is locale, by retrieving visitor IP addresses is possible to pinpoint users based on location. This allows for locally personalized marketing that can filter out everything but the desired targeted group. (Rauramo 2011) The image below (Figure 3.) showcases how locale based targeting can be used in banner advertisement. This banner ad promoting Picnic that was shown on Iltasanomat.fi was only visible to visitors with IP addresses from Tampere. On the first day of this campaign sales revenue in Tampere for Picnic grew by 22 percent and on the second day already by 33 percent compared to the average.



Figure 3. An example of an local based targeted advertisement shown on Iltalehti.fi, a regular banner for café Picnic targeting only people in Tampere.(Be visible with the online advertising 2011)

Time is another condition that marketers should be aware of when talking about Internet marketing. Depending on the target group profile advertising can be time targeted to match the group profile, i.e. if grocery shops finds that the most potential time of advertising for grocery items are between 12-17 just before people decide on where to go shopping for the weekend. This knowledge allows advertisers to display grocery shop advertisement banners during that time period to get the broadest reach of the target audience as possible. (Rauramo 2011)

4 PLANNING AN ONLINE ADVERTISEMENT CAMPAIGN

An advertisement campaign is dependant on two things, production and media exposure. Roughly 80 % of the budget is placed on the media placement the rest is spent on the actual production. The effectiveness of the advertisement is therefore highly

dependant on the quality of the production and media scheduling. (du Plessis et al 2005:9)

4.1 Marketing Plan

When planning for an online campaign a clear marketing plan is needed. A marketing plan consists partly of a media planning mix that determines when and where the advertisement will appear. Media coverage, target groups, costs and medium are all impacted included that determines how and when the advertisement is exposed at the consumers. The marketing plan gives an idea where the product is standing in the current market situation. It is good to form an understanding how the product is doing compared to the competition. The marketing plan is the base on what that determines the next steps of action for an online campaign. (du Plessis et al 2005:9 Blakeman 2007:26)

To get started with the market plan background research and surveys are needed. This can be done by gathering quantitative data, often conducted in form of surveys that can be done online, over the phone, shopping malls etc. Surveys can be formal or more informal. A formal survey relies on close-ended questionnaires with preselected responses that the participant can either agree or disagree with, as an informal survey gives the participant a chance to express more opinions. Qualitative data is gathered by interviews, convenience polls and focus groups. Sample groups and representatives of a target group are selected to try out the product in controlled environments. What research type suits best can be determined after the researcher knows what the questions are that needs to be answered. (Blakeman 2007:25)

According to Blakeman a good marketing plan covers seven vital areas situation analysis, marketing objectives, marketing strategy, target market analysis, competitive strategies, implementation tactics and evaluation. The information gathered from a marketing plan is essential for the creative brief that in the end leads to the implementation and execution of the campaign. (Blakeman 2007:27)

4.1.1 Situational analysis

The situational analysis looks at the overall marketing factors that could have an effect on the product and the outcome of a campaign. The SWOT-model is a great tool in analyzing strengths, weaknesses, opportunities and threats that the promoted service or product might face. (Blakeman 2007:28)

4.1.2 Marketing objectives

Based on the information required from the situational analysis marketing objectives can be set. Here a company determines what they want to accomplish in through marketing and make estimates about sales and profits for a longer period. (Blakeman 2007:28)

4.2 Marketing strategy

According to Blakeman marketing strategy decision is made to fulfill the previously chosen marketing objectives. Product, price, promotion, distribution or “place” also known as the 4Ps in the industry are the four basics elements that needed to be accounted for to for a working marketing strategy. (Blakeman 2007:29)

4.2.1 Target market analysis

The next step is to define the target group. And as Blakeman (2007) states, accurate information about potential customers is required. To determine the most likely buyers from a certain population, demographic, psychographic, geographic and behavioristic research is done in different market segments. The results gathered from the target market analysis will impact the campaign message, media content and usage. Demographic and geographic information breaks down the population in categories and subcategories that are very much based on societal and geographical factors, like age, sex, income and education. This information is used i.e. to map out if a target market has enough purchase power to acquire a certain product or service. The information gathered from psychographic and behavioristic research becomes useful when planning for the campaign message and creative brief. (Blakeman 2007:29-30)

The determination of a target audience is vital for a campaign to success. As Blakeman states in order to have talkative and impactful advertisement the target groups interests, incentives, motives and reasons to buy a product or a service have to be solved. This brings important questions like how are needs met, what makes the product or service stand out on the market, etc. Blakeman makes a division that divides consumers in two categories and five customer groups. The first category he calls the noncustomer group. This category includes the *New category users*, first time users of a product or service. *Other brand loyals* are referred to consumers that are loyal to a competitor brand. Other brand switchers is the consumer class that keeps switching back and fourth between brands and holds no particular loyalty to any single brand. The second category is called customer groups. This category is defined into two consumer groups. *The Favorable brand switchers* that favors one brand but occasional switches to other brands and product. The last group is *Brand loyals* that stays loyal to one brand. Blakeman underlines the importance of understanding the needs and wants of the target audience. The target group determination is decided after a thorough research. From case to case a large global segment is targeted other times smaller market segments and secondary markets. Detailed knowledge about target groups makes for effective marketing that in the end is the single most important factor when building customer loyalty and increasing business. (Blakeman 2007:30-31)

4.2.2 Competitive strategies and implementation tactics

When talking about competitive strategies. Blakeman highlights the importance of knowing about the competitor's advertisement and product. By acknowledging this, the advertisement message can be delivered to stand out in the minds of the targeted consumers. (Blakeman 2007:33)

As Blakeman says a campaign must be meticulously planned also time and budget wise. Implementation tactics include decisions about scheduling of different campaign assets that have to appear in the right order in the right media and format. Additionally a plan for the people executing the campaign has to be in place. (Blakeman 2007:33)

The last and critical step to complete the marketing plan according to Blakeman is evaluation. How successful a marketing plan is evaluated before and after the launch of

a campaign. Especially after the campaign have ended it is important to take a look at how the campaign turned out in the light of corporate objectives. To gather statistics and results of the current campaign is valuable information concerning future campaigns. (Blakeman 2007:33)

4.3 Creative brief

The next step in the construction of a marketing campaign is the creative brief. The marketing plan described in the earlier chapter acts as basis for this brief. According to Blakeman the creative brief is put together by the account executive as a guideline for the creative team. The creative brief is a detailed package that has the product features, customer benefits, target audience, competition and tactics specifically. Based on this information the concepts and visual messages can be formed. As Blakeman states the creative brief is a concrete and detailed business plan that ensures that all parts knows what the objectives and requirements are to create the marketing message. Essentially the creative brief gives the boundaries and background knowledge to start the creative process, it does not contain any solutions. (Blakeman 2007:43)

4.3.1 Target audience profile

The target audience profile is constructed from the information gather to the marketing plan. Based on the target group research a typical target audience member would be profiled. Knowledge gathered on the target groups needs and wants enables the creative team to create an marketing message that inspires and inform customers in the desired way. Putting effort and resources to the target audience definition is the only way to produce individualized and consumer focused messages. (Blakeman 2007:44-45)

4.4 Communication objectives

Communication objectives can be seen as the goals to be achieved with the marketing. This includes predicaments about how the campaign is received by the target audience and what are the hoped end-results. According to Blakeman three to five realistic communication-based objectives should be set for the campaign. The objectives can be

of informative nature, to highlight the products or services advantages compared to competitors through laying down facts and figures. What is wanted to be highlighted is dependent on the knowledge level of the target group and the lifecycle of the product. In essence traditional mass media advertising is based on achieving the following objectives. First the aim is to build a relationship based on image and trust. When brand awareness has been accomplished the next step is to gain loyalty and finally brand equity. (Blakeman 2007:46)

4.4.1 Product features and objectives

In this part the service or product features is listed. A product feature is defined as something that is inherited from the product like a color. This section combined with research enables the creative team to create a visual and verbal message to describe the benefit of that feature to the consumer. This section also briefly covers how the product or service is positioned on the market and what the competition is like. Similarities and differences of the competing product attributes are listed in order to emphasize and differentiate the advertisement message from competitors. (Blakeman 2007:47-48)

4.4.2 Key consumer benefit

This is the one unique or big selling idea about the product or service that is wanted to be conveyed to consumers. The key consumer benefit is most likely something that is a unique benefit for that particular product or a status symbol. The key consumer benefit is something that speaks directly to the target audience, and is hopefully based on a target profile. In the best case, key consumer benefit incorporates the corporate identity with a personalized benefit that is consistent, memorable and informative. (Blakeman 2007:49)

4.4.3 Tone

The personality and overall feel or style of the advertisement is determined in this section. Keeping in mind the key customer benefit it is easier to determine what tone to take delivering the advertisement message. This section outlines the attitude, mood and style on the visual and verbal presentation. Similarly to the use of visuals, the style of

language used can as easily and attract as it can push away consumers. This section defines if the tone voice used for the advertisement is more emotional than rational and if testimonials are used instead of humor for instance. Whatever the tone is it should work towards supporting the brand image. (Blakeman 2007:54)

When using a company logo and slogan it's important to withhold to brand guidelines and not use it wrongly. The company logo is the symbol of the company; a slogan defines the company philosophy and therefore affects the campaign or ad philosophy. (Blakeman 2007:56)

This sections builds up the creative brief that holds the goals, facts, features and benefits for the campaign. The brief can be seen as a creative blueprint that allows the ideas and concepts to take shape. With the help of the a marketing plan and a clear creative brief the creative team can build up meaningful campaign assets that answers the important questions how, why, and when.

5 THE ONLINE CAMPAIGN FOR NOKIA

In this chapter I will present the campaign-landing page and describe the different assets that was displayed on own and bought media channels in Finland during the spring of 2011.

5.1 Campaign objectives

At the time when this campaign was in the planning phase Nokia was in a challenging market situation. The company market share was declining and it was losing against the competition in the high-end devices, even if touch screen devices in general were getting more popular as consumer products. Furthermore research indicated that Nokia had lost share in brand preference in Finland. With Nokia introducing a new range of devices, keeping in mind the current market situation one of the campaign objects was to convince consumers of a new “dawn” for Nokia.

The business objectives for this campaign was to increase the sales for the new Symbian^3 ranged devices. Create visits and drive application downloads to Ovi Store and on-boarding the consumer who purchases a Nokia device by promoting Ovi Services.

The marketing objectives for this campaign was to launch E7 to the Finnish market and to position the three Symbian^3 devices as all-in-one smartphones. The aim was also to strengthen the Nokia brand and win back the consumer trust in Nokia smartphones. The communicational objective was to prove that that the Nokia smart phones are elegant and stylish and can be individualized for the consumer.

5.2 Target group profile

The target audience for this campaign was divided into two groups Enthusiasts and Connectors. The Enthusiast was described as tech-savvy and being highly enthusiastic about mobile technology. This group is likely to use mobile apps for entertainment and efficiency. This group is also described as socially engaged and willingness to expand

their network. The other group the Connectors was perceived as active participators, but as not that into technology. Representatives of the group are leading a busy life and the most important thing is to stay connected to personal contacts. Simplicity is key for this group, services and apps are rated secondary.

The de-briefing document includes a statistics section, which was used to define the media behavior for the target group in comparison to the rest of the population. The statistic includes demographic study that revealed the target group male/female ratio, age, marital status and yearly income. Also media usage and reach were measured using a set of predefined parameters. It revealed the division of media consumption and to what degree it was consumed, preferred websites, memberships and interaction in social media networks.

5.3 The message

Based on the market background and campaign objectives the campaign message was formed. The notion of “Success is what you make it” was the supporting concept for this campaign. In this campaign the definition of success was not the about the pinstripe suited businessmen that might be the general conception of the word. This campaign defined success through Finnish personalities that has found success through doing something personal in a distinctive way. This campaign embodied the ideology of seizing the opportunity, unconditionally following dreams and building an own kind of success. The message is strengthen by the campaign spokespersons that combined shows how the new Nokia Symbian 3 devices have what it takes to be “successful”. The key frame story is that this device enables the owner to live life to the fullest in the way they choose.

In the device ads the spirit of the campaign message are infused with the product benefits and details.

Success comes to those who go their own way. The business features of the Nokia E7 give you the freedom to go as you please.

Success is difficult to describe, you have to see it. The top line camera of the Nokia N8 captures the best moments.

Success feels best when shared. With the Nokia C7 you can stay in touch with your friends wherever you are.

Also the spokespersons messages reflect the overall campaign feel.

"The best vibes just happen suddenly on the slopes."

Eero Ettala, snowboarder

Success is difficult to describe, you have to see it. With the top line camera of the Nokia N8 Eero can share his tricks with the world

5.4 The online campaign landing page

The first page of the landing page meets the visitor featuring the three devices that the campaign is promoting. The copy text showcases the devices start screens as a new feature that enables the user to access widgets and applications with one touch. Furthermore the copy text encourages people to personify their own start screens on the campaign site and to take part of a competition to win. The page includes also three clickable images of the campaign *spokespersons*, three Finnish celebrities that have been selected to promote the campaign. The screenshot (Figure 4.) below showcases the *landing page* and gives an indication on the clear and elegant visualization that supports the Nokia brand image.

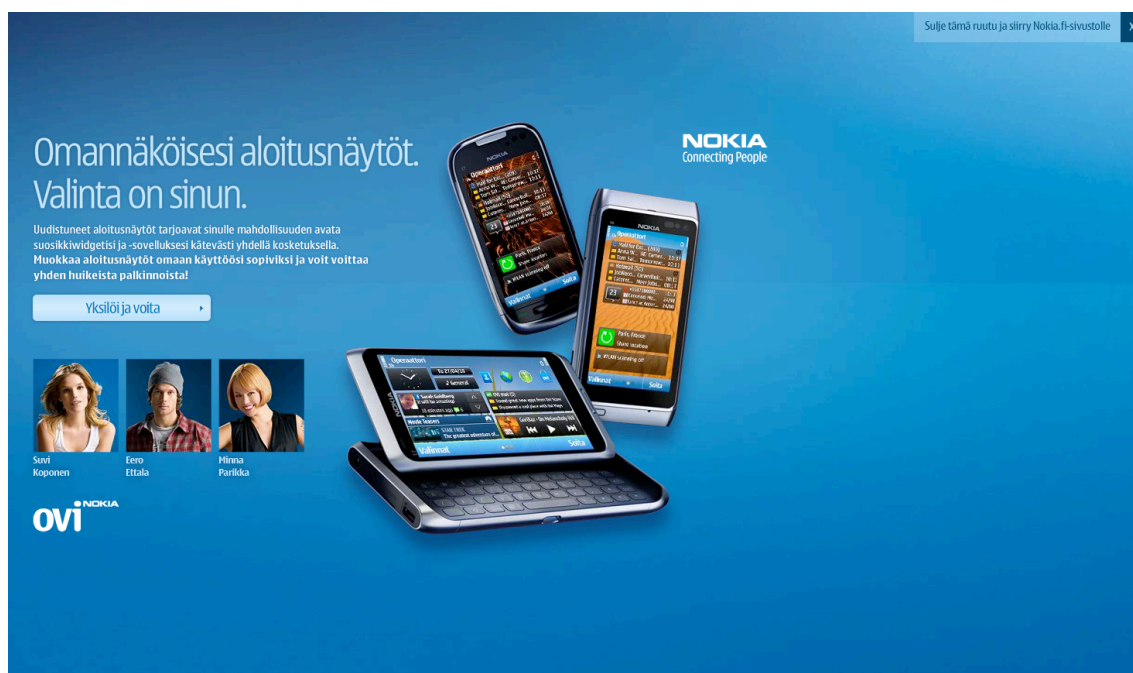


Figure 4. Campaign Homepage (teeoma.nokia.fi 2011)

By clicking the *Call to action (CTA)* button also visualized in the screenshot the user is taken to a *device carousel*, that allows shuffling through the three devices. This section of the site allows the user to personify the device start screen by following the five steps laid out on the page that can be seen in the screenshot (Figure 5.). This means that the user chooses the start screen, widgets, applications and background image according to own preferences and needs. The end result can then be previewed in the same view. After previewing users can save the personified starting screen and share it through Facebook and enter the competition. This feature gives the visitor a “hands-on” feeling for the phone at the same time it educates and informs in an interactive way. This pages shown in the screenshot (Figure 5.) below also presents the key description of the phone and by inviting the users to press the CTA buttons buy now or read more the users are re-directed to the product- and buy now pages of nokia.fi.



Figure 5. Device screen page (teeoma.nokia.fi 2011)

For this campaign a spokesperson was required to represent one device each. The spokesperson embodied the idea of self-made success. The three spokespersons were estimated to be well known but not a too self-evident choice for the brand. The use of

spokespersons allowed for creating interesting advertorial content combined with celebrity testimonials about the products. As displayed in the below screenshot of the *celebrity page* (Figure 6.) the copy text introduces the visitor to the spokesperson. This page is where he or she tells about how she uses the device and what is the important features it contains for her everyday life. A clickable video player that lets the visitor get a further peek into the mindset of the spokesperson enhances the visitor experience. Applications and widgets that the spokesperson finds useful are displayed below the copy text is a effective way to promote widgets, increase application downloads and intrigue the visitor.

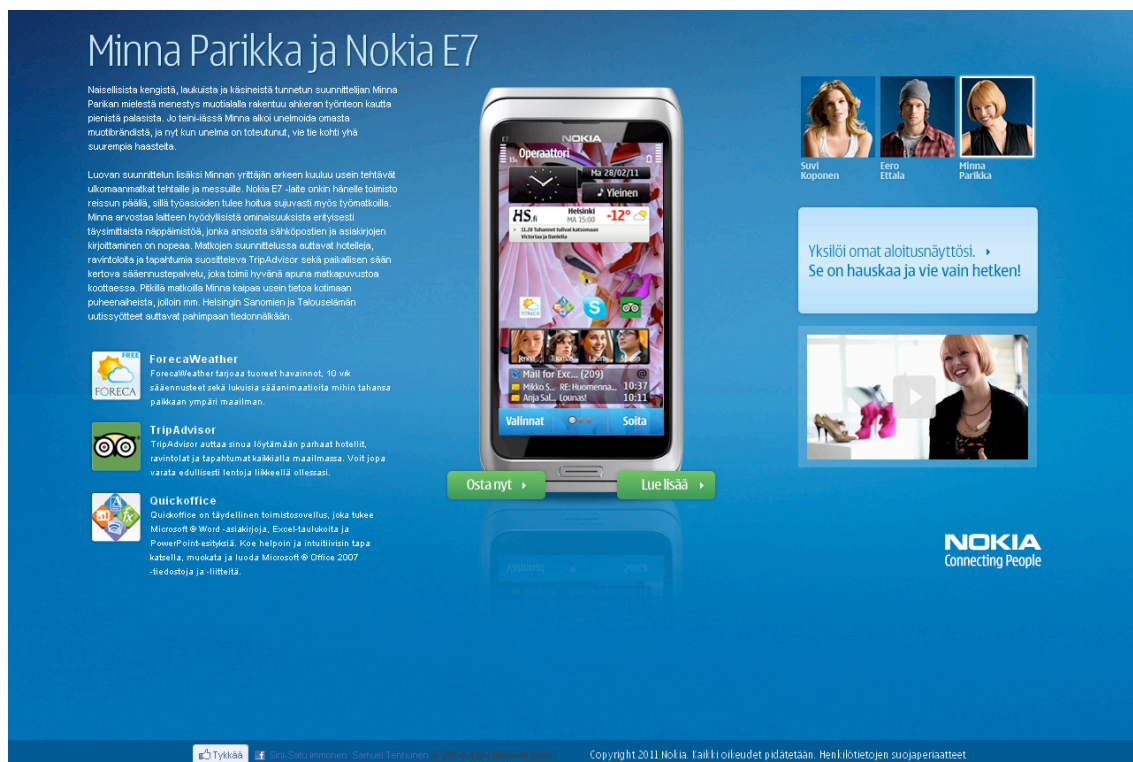


Figure 6. Spokesperson page. (teeoma.nokia.fi 2011)

5.5 The online campaign banners

For this Nokia campaign the bought media displays was aimed on getting a wide reach and audience to drive traffic to the campaign site. The main purpose for the bought media assets was to inspire attention and get consumers to find out more about the devices both online and in retail. The intended messages for the so-called range banners

(displaying all three devices) and the product banners (displaying individual devices) were; home screen customizability and an invite to learn more about the new devices.

The bought media placements were made according to target group research and site measurements. To attain a wide reach with an fairly equal division of men and female visitor media placements were bought for the most trafficked sites in Finland like Helsinginsanomat.fi, Iltalehti.fi, Suomi24.fi and Mtv3.fi that have many hundreds of thousands unique visits per week. For these sites the 900x400 banner sizes was used for its high attention value. In other sites banner formats like 468x60, 728x90, 140x350, 160x600, 300x250 were used that ranked relatively high on click through rates as discussed earlier in the theory section of this thesis (Figure 1.). To catch the attention of more targeted groups, media placements were bought from different niche sites i.e. Afterdawn.fi the biggest entertainment electronics related site in Finland that primarily attracts male visitors. To attract other target groups, media placements for the campaign were bought from sites with a high rate of women visitors such as Mtv3.fi/helmi or Elle.fi. For this target audience the banners typically made use of the campaign spokespersons to impact that target segment in the most effective way. For e.g. banners with one of the spokespersons Suvi Koponen, a renowned fashion model displayed on Elle.fi (a women's fashion magazine), was an intentional choice to attract a particular target segment that is interested in fashion. Banners promoting an individual device for the same campaign could be targeted showing them on specific niche sites based on particular device attributes, i.e. E7 that is featured as a business phone was advertised on Kauppalehti.fi that has a high right of business and economic interested visitors. Because of the social aspect and features of the phones also media placements in Facebook were bought.

Own media banners were placed on relevant pages for this campaign, like the online shop homepage, product page and pre-order pages. The screenshot (Figure 7.) below taken from the nokia.fi site features a time triggered *slide-in* banner that works as a good example how new banners can be effectively used, as discussed previously in this thesis.

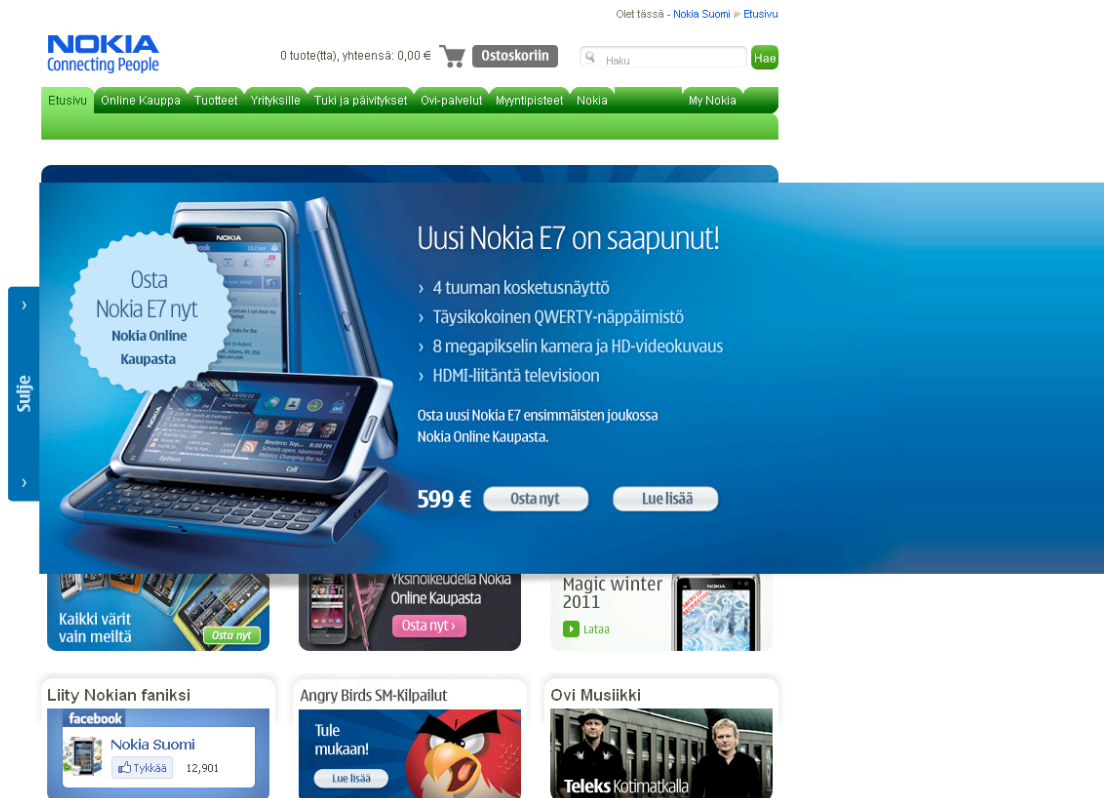


Figure 7. Slide-in banner on nokia homepage. (nokia.fi 2011)

The de-briefing document considers the customer journey and how people are driven to the campaign page from the different own, bought and earned media solutions. The customer journey continues from the campaign homepage to the customizable device screen page that enables the user to share their “creation” in Facebook and enter the competition, from this stage the customer can access the online shop and product page. The visualization (Figure 8.) shown below describes the intended customer journey for the campaign landing page. Through owned, bought and earned (advertising banners) visitors are derived to the landing page for this campaign. Following the campaign page layout the visitor is eventually led to a section of the page that allows her to share the campaign to others via social media channels. The equally important part of the consumer journey is to *re-direct* the visitor to the online shop and product pages.

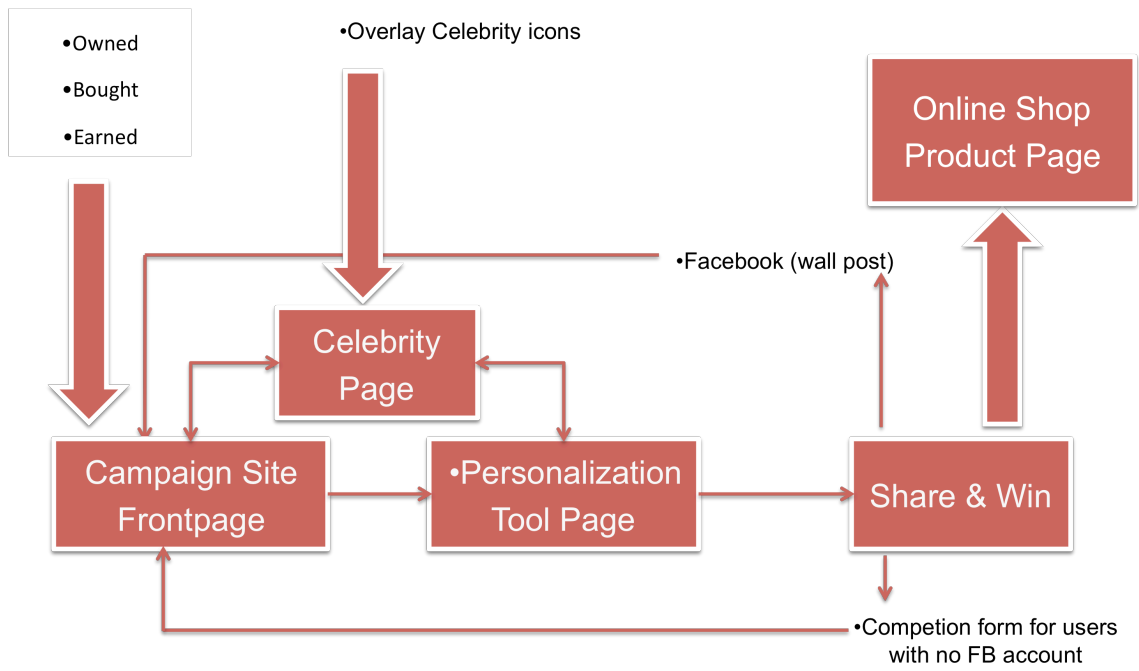


Figure 8. Customer journey to campaign site. (debriefing document)

6 CONCLUSION

During the making of this thesis I have gained confirmation on what the campaign planning process is up to execution. I have learned the importance of background-, target group- and media placement research. That research works as the informational base that determines the direction of the rest of the planning stages. Outlining the business-, marketing and campaign objectives are as important when defining the campaign message. Only when the campaign message and the rest of the planning is done can the creative process start to take shape.

The Nokia online campaign takes account of the best practices for Internet marketing, similarly to the theory earlier presented in this thesis. This site can be considered to be engaging and informative. The page displays interactive features allowing the user to create and learn at the same time. Furthermore user can share her creation online with others that generates buzz and starts dialogues. The use of spokesperson for this campaign can be seen as an attempt to create meaningful content and strengthening the brand message and overall “statement” of the campaign, the re-definition of success. Products were presented and defined by using their key benefits. This campaign made use of interactive banners that in itself supports the statements made on how banners are used in an effective way today. Indeed this campaign made use of big banner sizes and the placement of them was very targeted according to a well thought-out media schedule.

In light of the theory the online campaign lacks partially the side of customer created marketing content that has potential to be viral. Although the interactive part of the campaign site allows users to create their own starting screens and share them to friends the customer is not encouraged to participate in any other ways. Including the customer in creating the marketing content might be one of the most crucial yet challenging parts of creating online campaigns.

In this study I have focused only on the online campaign planning and execution, but many of the things that have been presented in this thesis applies to the whole advertising campaign media-mix. It's good to remember that even though Internet

advertising has grown fast during a decade, big online campaigns like this usually are just one part of a bigger execution that utilizes the whole media-mix.

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